

Communicating the message

CABRI Masterclass
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Every message is 4 messages



Factual Information

Self Revelation

Relationship

Appeal



Effective messaging

The **3** basic principles:

- I. Know who you are & what you want
 - II. Know what your audience wants
 - III. Tell the story
-

I: Who are you? & What do you want?

- What is your mission?
 - What is your role?
 - What is the problem?
 - What is your strategy?
-

What is your mission?

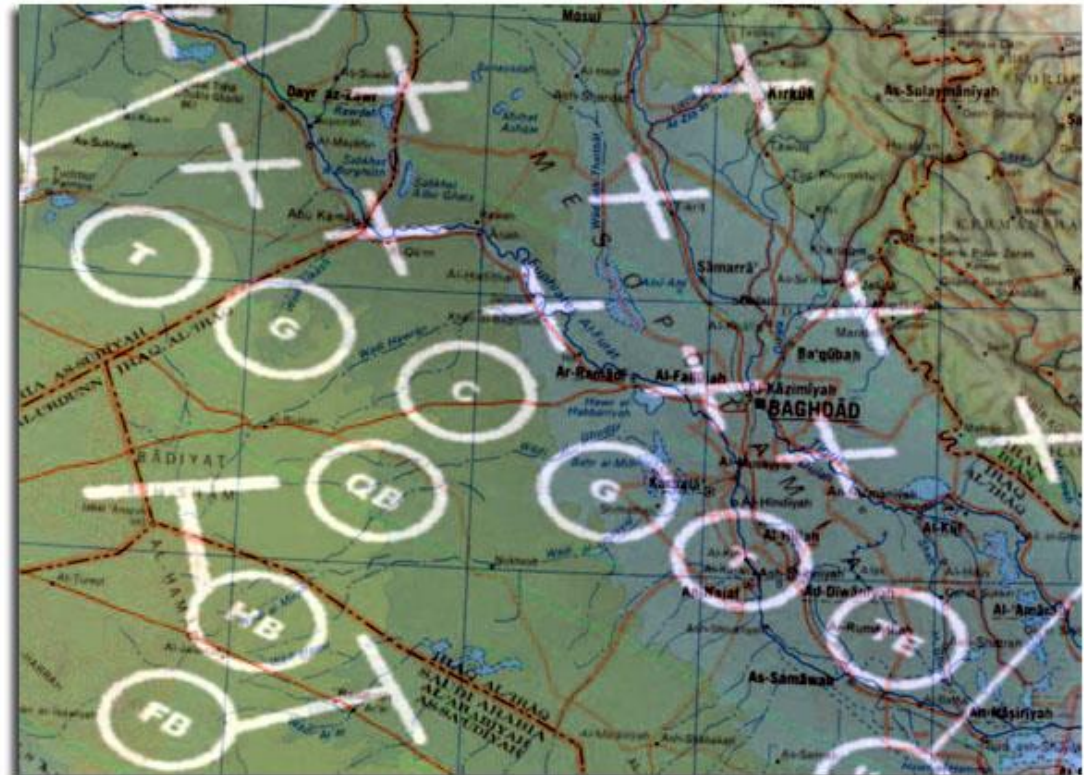


II: Who are your stakeholders?

Allies ?

Floater ?

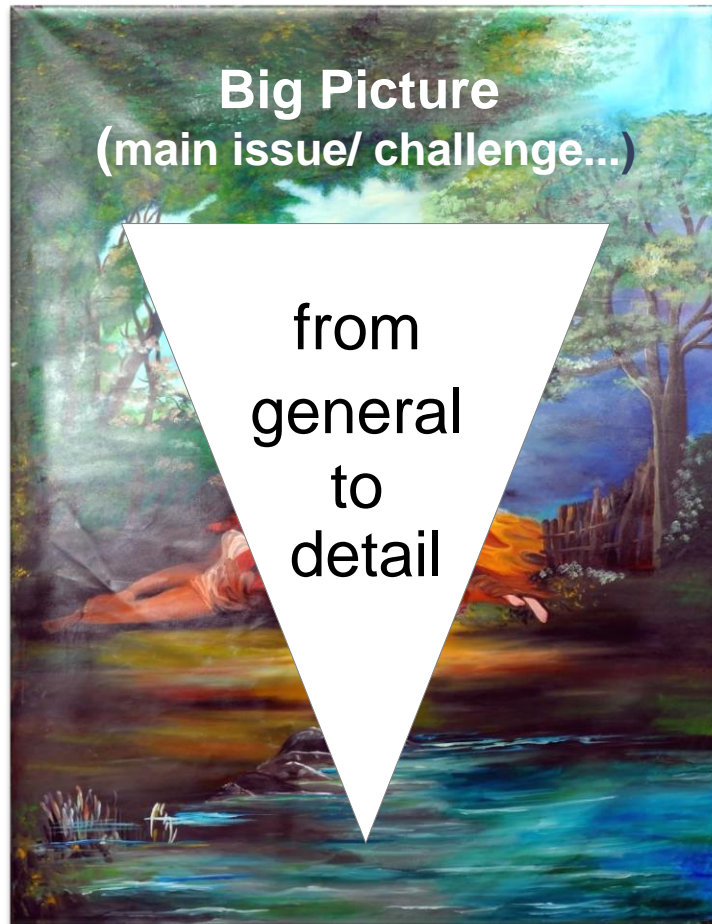
Opponents ?





The message for the audience!

III: What is your story?



PAINT THE BIG PICTURE

- **What's** the issue I am addressing?
- **Why** is this important?

CONVEY THE SPECIFIC STORY

1

2

3

4

Intro

Problem

Solution

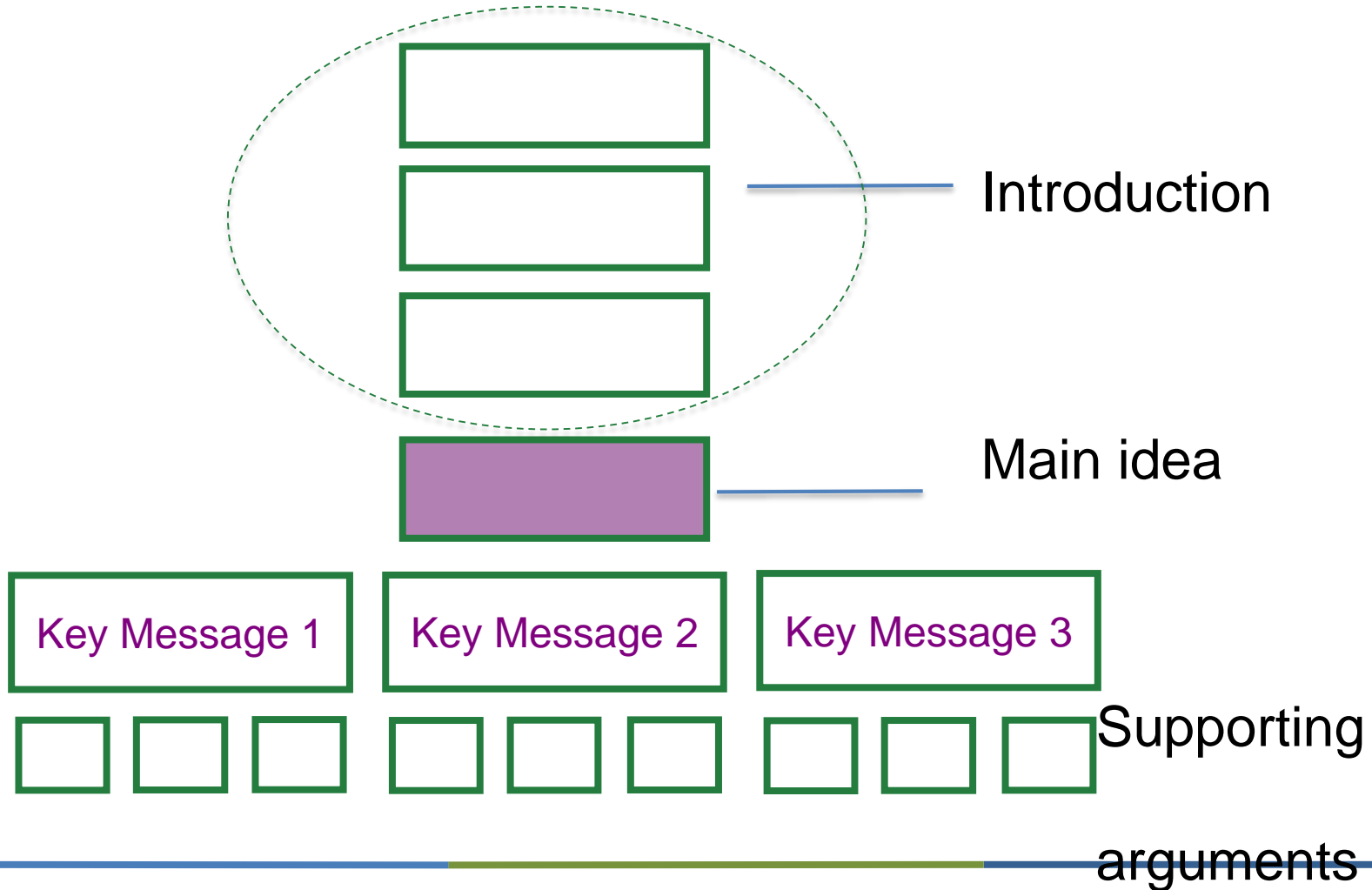
Recap

1 – 2 – 3

Your audience will keep in mind **3 messages** maximum!



III: Message Structure



LET'S HAVE A GO...



Exercise

What's your main mission? / What do you want to achieve?

What's the main problem?

Who are your main stakeholders?

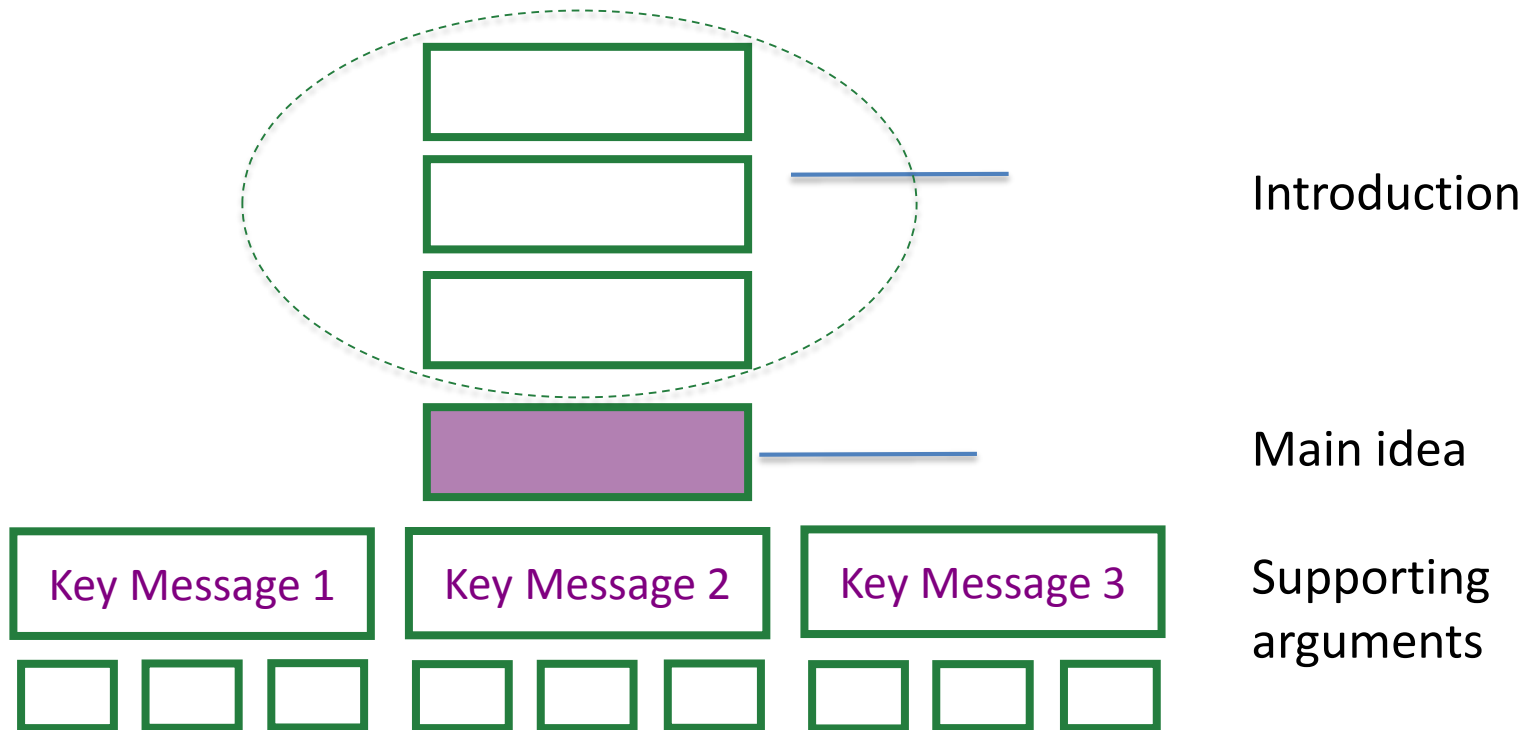
How do they perceive the problem?

What do they want?



Exercise

Structure a message pyramid to achieve your communication goal



Role Play



What's the use of...

POWERPOINT!

Power Point is there to...

1. **Prove** your message
 2. **clarify** your message
 3. **emotionalize** your message (visuals?)
-



Say NO to bullets

SIMPLE is BETTER



1

1 idea per slide

Example



What does the following table illustrate?

What alternative ways to illustrate the point can you think of?

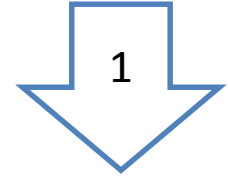
Annex (2): Health expenditure SA public/private

Health expenditure in SA public and private sectors

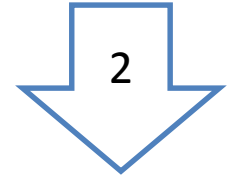
Rand million	07/08	08/09	09/10	10/11	11/12	12/13	13/14	Annual real change
Public sector								
National Department of health core	1,210	1,436	1,645	1,736	1,784	1,864	1,961	2.2%
Provincial Departments of Health	62,582	75,120	88,593	98,066	110,014	119,003	126,831	6.1%
Defence	1,878	2,177	2,483	2,770	2,961	3,201	3,377	4.0%
Correctional services	261	282	300	318	339	356	374	0.1%
Local government (own revenue)	1,625	1,793	1,829	1,865	1,977	2,096	2,221	9.4%
Workmens Compensation	1,287	1,415	1,529	1,651	1,718	1,804	1,894	0.6%
Road Accident Fund	764	797	740	860	980	1,029	1,080	-0.1%
Education	1,833	2,134	2,350	2,503	2,653	2,812	2,981	2.2%
Total public sector health	71,439	85,154	99,468	109,769	122,427	132,165	140,721	5.6%
Private sector								
Medical schemes	65,468	74,089	84,863	90,973	98,069	105,718	113,964	3.4%
Out of pocket	14,694	15,429	16,200	17,172	18,202	19,294	20,452	-0.3%
Medical insurance	2,179	2,452	2,660	2,870	3,094	3,336	3,596	2.5%
Employer private	1,041	1,172	1,271	1,372	1,479	1,594	1,718	2.5%
Total private sector health	83,383	93,141	104,994	112,387	120,844	129,942	139,731	2.8%
Donors or NGOs	3,835	5,212	6,319	5,171	5,308	5,574	5,852	1.2%
Total	158,657	183,507	210,781	227,944	248,580	267,682	286,304	4.0%
Total as % of GDP	7.6%	7.9%	8.6%	8.5%	8.5%	8.4%	8.1%	
Public as % of GDP	3.4%	3.7%	4.1%	4.1%	4.2%	4.1%	4.0%	
Public as % of total government expenditure (non-interest)	13.9%	14.0%	13.8%	14.1%	14.7%	14.7%	14.6%	
Private financing as % of total	52.6%	50.8%	49.8%	49.3%	48.6%	48.5%	48.8%	
Public sector real rand per capita 10/11 prices	2,131	2,300	2,512	2,635	2,766	2,812	2,816	4.8%
Public per family of four per month real 10/11 prices	710	767	837	878	922	937	939	4.8%

Make it stick.

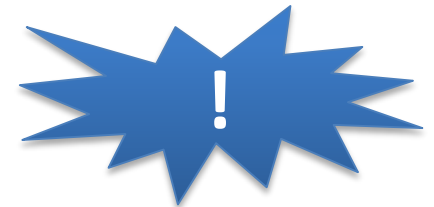
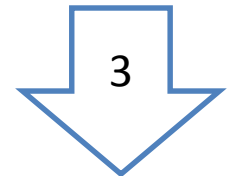
1. Tell them what you are going to tell them.



2. Tell them.



3. Then tell them what you told them.



Thank you!

«The art of communication is the language of leadership.»